



*20<sup>th</sup> Annual Executive Seminar Series on International Trade*

**Massachusetts Small Business Development Center Network's  
Massachusetts Export Center**

presents



Fall 2010  
**Partners for Trade**  
Seminar and Registration Guide

*In Collaboration With*  
U.S. Small Business Administration  
Massachusetts Department of Business Development  
University of Massachusetts Amherst, Isenberg School of Management  
MassDevelopment  
Massachusetts Office of International Trade & Investment  
U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export  
Center is committed to helping  
the state's businesses succeed  
in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Robert H. Nelson  
SBA District Director

**Register for seminars online at**  
**[www.mass.gov/export](http://www.mass.gov/export)**  
*We now accept credit card payments!*



**Preregistration is required** for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

**Payment** is due with your registration. We accept credit cards and personal and company checks. We do not accept credit cards at the door. We do not accept purchase orders, nor do we invoice participants.

**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar will be entitled to a refund. Cancellations must either be emailed to [cornwell@msbdc.umass.edu](mailto:cornwell@msbdc.umass.edu) or called into 413-545-6309. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program.

**Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**No Shows:** Due to the costs we incur as a result of people who register for seminars and do not attend, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled 48 hours in advance of the event. Credit cards will not be refunded in any no-show situation.

## Table of Contents



Training Calendar .....	1
Program Descriptions .....	2–11
Compliance Alliance & Briefings .....	12–13
Partners and Cosponsors .....	14
MSBDC Network .....	15
Registration Form .....	16



Directions are available on our website at  
[www.mass.gov/export/directions.htm](http://www.mass.gov/export/directions.htm)



## PARTNERS FOR TRADE

### October

6	Encryption Export Controls (Natick) .....	13
12	Negotiating and Structuring International Distribution Contracts (Holyoke) .....	4
15	Export Logistics Series: Export Logistics, Classification and Incoterms (Canton) .....	8
18	Incoterms for Americans: A Full-Day Seminar on the International Chamber of Commerce Incoterms 2010 Rules (Boston) .....	11
19	Fundamentals of International Trade (Plymouth) .....	4
22	Export Logistics Series: Export Documentation and Shipping Under Free Trade Agreements (Canton) .....	8
29	Export Logistics Series: Export Regulatory Compliance (Canton) ....	9

### November

5	Export Logistics Series: Best Practices for Developing Export Procedures and Compliance Programs (Canton) .....	9
9	Compliance with EU Export Controls and Customs Regulations (Cambridge) .....	13
10	ITAR Boot Camp: Best Practices for Compliance (Woburn) .....	5
12	Opportunities in the Canadian Aerospace Industry (Springfield) .....	7
17	Hands-On Guide to AES Compliance for Exporters (Westboro) .....	6
18	Advanced International Letters of Credit and the UPC 600 (Fall River) .....	2

### December

1	Incoterms 2010 Roundtable (Holyoke) .....	10
9	Import Classification, Valuation, Clearance and Compliance (Boston) .....	10
17	Export Expo (Boston) .....	3

*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

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## Advanced International Letters of Credit and the UCP 600

For an exporter, getting paid is the most important part of the transaction. Most exporters use letters of credit to facilitate payment – but what type should be used, and in what circumstances? How will the structure of your letter of credit impact the profitability of your export sale? This seminar will review the mechanics of the international letter of credit with an extensive look at how letters of credit can be structured to meet the specific needs of a buyer and seller. Different types and uses of letters of credit will be discussed, including transferable letters of credit, standby letters of credit, assignment of proceeds and banker's acceptances. The most recent UCP 600 rules governing letter of credit transactions will also be discussed.

The seminar will include an examination of letter of credit documents, a review of common discrepancies and a discussion on export financing. Company personnel who handle letters of credit transactions and personnel at the accounting and finance level are encouraged to attend. This program will also be of benefit to marketing and sales staff who need to be thoroughly versed in payment options in order to properly arrange international payment terms.

- Helen Lesieur, Vice President, Global Trade Services — RBS Citizens Bank
- Steve McAleer, Vice President & Director of International Operations — RBS Citizens Bank
- Donna Murphy, Director of Sales & Marketing — Export Insurance Agency

**Date:** Thursday November 18, 2010

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:30 p.m.

**Location:** Advanced Technology Manufacturing Center, Fall River

**Cost:** \$95 (includes breakfast, lunch and seminar materials)





The Massachusetts Export Center's Export Expo will provide a forum for exporters to connect with the wide variety of export resources available in Massachusetts while learning about issues that impact their day-to-day export operations.

Anticipated exhibitors include law firms, banks, freight forwarders, consulting firms, translation firms, customs and compliance automated solutions providers, and various government and nonprofit organizations serving the export community. Coinciding with the exhibition, the Export Center will convene workshops and panel discussions throughout the day on a wide variety of export-related topics, such as global supply chain management, export regulatory compliance, global trade risk mitigation, international marketing & business development, legal issues in international trade, doing business in emerging markets, and more!

The highlight of the Export Expo will be a town hall-style meeting on the U.S. government's pending efforts to reform our export control system. Sweeping export regulatory changes are anticipated across all areas of government, and these changes will have a profound impact on operations for all U.S. exporters.

**Our keynote speaker will be:**

**Kevin J. Wolf, Assistant Secretary of Commerce for Export Administration**

Following Assistant Secretary Wolf's remarks, we will convene a panel discussion featuring compliance professionals from some of the state's leading exporting firms to provide the practitioner's perspective on export control reform.

**Date:** Friday, December 17, 2010

**Time:** Registration and Exhibit Area Opens at 9:00 a.m.;

Program 10:00 a.m. - 4:00 p.m.

**Location:** State Transportation Building, 2nd Floor Conference, Boston

**Cost:** \$35; no charge for members of the Compliance Alliance (does not include parking)

*Presented and organized by the Massachusetts Export Center in collaboration with local government and nonprofit organizations involved in international trade.*



## Fundamentals of International Trade

Would you like to expand your business internationally?

Have you had some international inquiries, but weren't sure

how to handle them? Or, do you have some international

sales, but wish that you could find a way to increase them?

Then this is the program for you! This workshop covers all

of the most important topics, skills, and resources needed

to become a successful exporter. We will discuss all of the major components of the

export process: international sales and marketing; export logistics and finance

(including the all-important topic of making sure you get paid). We will discuss issues relating to the import process.



We will identify all of the many state and federal resources available to you – many of which are free of charge or very low cost. Please join us for an informative, interactive workshop on how to build international sales.

This program will pack your morning with all the information you need to know in order to get started with your export operations, or build and expand upon your existing international sales.

- Nancy Lowd, Senior Trade Advisor — Massachusetts Export Center
- Paula Murphy, Director — Massachusetts Export Center

**Date:** Tuesday, October 19, 2010

**Time:** 8:30 - 10:30 a.m.

**Location:** Plymouth Area Chamber of Commerce, Plymouth

**Cost:** No charge

## Negotiating and Structuring International Distribution Contracts

Many exporters rely heavily on partners, such as distributors or agents, to generate sales in overseas markets. For exporters, effectively negotiating and structuring contracts with these partners is critical for achieving profits and growth while minimizing confusion, disputes and poor performance in overseas markets. How do you achieve a win-win agreement and relationship with your overseas partners? When should and when shouldn't exclusivity be used as a motivational tool? How can exporters protect themselves in relationships with underperforming partners?

This seminar will provide guidance for negotiating and structuring contracts with overseas partners, with an eye towards ensuring that the best interests of the exporter are protected. Specific issues to be discussed include: getting buy-in from exporter top management and overseas partners; effectively managing contract negotiations; sales and performance requirements; exclusivity; essential contract elements; dispute resolution and more. The seminar will be of benefit to international sales and marketing staff as well as individuals involved with export operations.

- W. Garth Janes, Esquire — Doherty, Wallace, Pillsbury and Murphy

**Date:** Tuesday, October 12, 2010

**Registration:** 8:30 a.m.; Program: 9:00 a.m. – 12:00 p.m.

**Location:** Kittredge Business Center at Holyoke Community College, Holyoke

**Cost:** \$75 (includes continental breakfast and seminar materials)

## ITAR Boot Camp: Best Practices for Compliance

Ever-increasing numbers of exporters find themselves subject to the International Traffic in Arms Regulations (ITAR), a complex set of export controls administered and enforced by the State Department. The ITAR affects companies that manufacture and/or export defense-related goods or services as well as companies that export commercial products specifically designed, developed, configured or modified for use in defense-related applications. Companies falling under ITAR jurisdiction must have a clear understanding of the regulations and licensing procedures while implementing a fully functional, dynamic and integrated compliance program.

This seminar will review the different domains under the ITAR while focusing on special issues and areas of concern for exporters. The seminar will also address the latest compliance trends and anticipated changes in the U.S. export controls environment. Speakers will focus on ITAR compliance best practices in place at their respective firms. Specific topics to be addressed include: scope of the ITAR; enforcement; commodity jurisdictional determination; classification of articles, technical data and defense services; use of license exemptions; licensing; agreements; managing relationships with foreign nationals and employees; implementation of effective compliance programs, and more!

- William Argue, Special Agent — U.S. Immigration & Customs Enforcement, Department of Homeland Security
- Brian Davis, Vice President Finance — Crissair, Inc.
- Rita Ledonne, Manager, Export/Import Licensing & Compliance — Raytheon Co.
- Greg Moffatt, Senior Counsel — Raytheon Company
- Paula Murphy, Director — Massachusetts Export Center
- Dirk Petersen, VP of Contracts & Export Compliance — AMETEK Aerospace
- Katherine Pongratz, Manager of Export Control — BAE Systems
- George Pultz, International Trade Counsel — GE Aviation
- David Quimby, Export Control Officer — Massachusetts Institute of Technology, Office of Sponsored Programs
- James Rourke, Director of Export/Import Operations — Raytheon Integrated Defense Systems
- Kerry Scarlott, Partner — Goulston & Storrs
- David Woodford, VP of Quality & Business Operations — Test Devices, Inc.
- Alexa Zevitas, Manager, International Trade Compliance — Northrop Grumman Information Systems, Intelligence Systems Division

*Due to Raytheon's security clearance requirements, preregistration is required no later than Friday, November 5. Walk-ins will not be permitted.*

**Date:** Wednesday, November 10, 2010

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.

**Location:** Raytheon Company, Woburn

**Cost:** \$150; \$95 for members of the Compliance Alliance

**Raytheon**





## Hands-on Guide to AES Compliance for Exporters



U.S. exporters must comply with the Foreign Trade Regulations (FTR) and file their Electronic Export Information (EEI) through the Automated Export System (AES). Do you know how the FTR affects your export

business? Do you know how to use the AES to comply with the FTR? U.S. Customs and Border Protection has increased enforcement efforts for EEI filing errors in recent months: in the first six

months of 2010 alone, over 1,300 penalties were issued for AES violations. It is important to note that CBP penalties may be assessed against any and all culpable parties (e.g., USPPI, FPPI, forwarding

agent, customs broker and/or carrier). The maximum penalty per violation is \$10,000, or \$1,100 per day in the case of late filings. It is imperative that every exporter follows correct filing procedures to avoid possible penalties and seizure of export shipments.

This hands-on seminar will provide the information and tools needed to correctly file your EEI in full compliance with the law. Participants will learn about mandatory filing requirements, types of export transactions, common FTR violations and filing mistakes, mitigation guidelines, commodity classification and tips on how to make the reporting process easier.

- Al Cianfrocca, Export Manager — C.H. Powell Company
- Raemeka Mayo, Special Assistant, Regulations Outreach and Education Branch — AES Census
- Barry Nathanson, Manager, Worldwide Order Services — Nova Biomedical
- Peter Powell, Sr., CEO — C.H. Powell Company

**Date:** Wednesday, November 17, 2010

**Time:** Registration 8.00 a.m.; Program 8.30 a.m. - 12.00 p.m.

**Cost:** \$75; \$50 for members of the Compliance Alliance

**Location:** Weiss Conference Center at Mass Tech Collaborative, Westboro





## Opportunities in the Canadian Aerospace Industry

The aerospace industry in Canada accounts for \$23.6 billion in annual sales, with over 400 firms and 83,000 employees. It ranks fifth in the world for aerospace sales and employment after the US, UK, France and Germany. Canada also ranks third globally in civil aircraft production. Over half of Canada's production is geared towards aircraft, parts and components, while fifteen percent consists of aircraft engines and parts. This means that a large portion of Canada's aerospace industry represents a strong opportunity for Massachusetts precision machining businesses to compete.

Major players in the Canadian aerospace industry include Rolls-Royce, Magellan-Bristol Aerospace Ltd., Boeing Canada, Bell, Northstar Aerospace, Bombardier, Honeywell Canada, General Dynamics, Pratt and Whitney, and Thales. Many Massachusetts businesses already sell to these companies domestically and know their processes.

As a result of its continued success in the aerospace industry, Canada is an excellent market for U.S. suppliers of aerospace products and services. Many Canadian aerospace companies are looking for new suppliers and partners for the next generation of products, and Ms. Bento will discuss how Massachusetts companies can take advantage of these market opportunities. Ms. Bento will also discuss specific trade promotion activities to link Massachusetts businesses with opportunities in the Canadian aerospace industry.

If you would like to meet one-on-one with Ms. Bento, please contact the Massachusetts Export Center at 413-552-2316 to schedule an appointment.

- Gina Bento, Commercial Specialist — U.S. Department of Commerce
- Philip Chmura, Vice President/Treasurer — O-A, Inc.

**Date:** Friday, November 12, 2010

**Time:** Registration 9:00 a.m.; Program 9:30 a.m. - 12:00 p.m.; Appointments (must be scheduled in advance) 12:00 - 2:00 p.m.

**Location:** TD Bank, Springfield

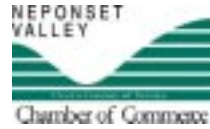
**Cost:** \$75

*Cosponsored by the U.S. Department of Commerce, U.S. Commercial Service; National Tooling & Machining Association, Western Mass Chapter; and the Regional Employment Board of Hampden County, Inc. In partnership with the Boston Tooling & Machining Association and the Connecticut Tooling and Machining Association.*



# Export Logistics & Regulatory Compliance

Sponsored by:



In today's complex export environment, regulatory compliance and traditional logistical issues are inextricably linked. Simple logistical mistakes may have repercussions that can lead to noncompliance with U.S. export regulations and foreign customs requirements. Companies that don't take a holistic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

Our four-part Export Logistics & Regulatory Compliance Certificate Series is designed to provide exporters with a comprehensive, working understanding of the day-to-day mechanics of international trade while focusing on the latest trends and requirements essential to achieving full compliance. The series will provide helpful tips, tools and practices that businesses can use to optimize their export operations.

## **Export Logistics, Classification and Incoterms (Oct 15)**

This seminar is designed to help companies understand the basic steps and tools in the export process. It will focus on the fundamentals of export logistics, including product and tariff classification, incoterms 2010, international shipping procedures, customs clearance, working with freight forwarders, packaging, cargo insurance and duty drawback.

- Donald Houston, Marine Specialist, Senior Underwriting Officer — Chubb Group of Insurance Companies
- Maurice Mitchell, International Account Manager — UPS Worldwide Services
- Roland Shrull, Partner — Middleton & Shrull

## **Export Documentation & Shipping Under Free Trade Agreements (Oct 22)**

This hands-on seminar will guide participants through the process of completing major export documents, such as Commercial Invoices, Certificates of Origin and others. The seminar will also discuss the Census Bureau regulations requiring exporters to file their information via the Automated Export System (AES) and will review AES filing requirements step-by-step. Accurate valuation of export shipments, including special cases such as warranties and repairs, will also be discussed. Finally, the seminar will review new and existing U.S. free trade agreements that provide duty-free access to many countries for U.S. exporters. The seminar will review documentation and procedures for shipping under free trade agreements and will discuss eligibility under rules of origin, preference criteria, tariff shifts, regional value content and more.

- Maurice Mitchell, International Account Manager — UPS Worldwide Services
- Stephen Leahy, Principal — Law Office of Stephen J. Leahy



**Dates:** Four Fridays, October 15, 22, 29, November 5, 2010  
**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.  
**Location:** Bank of Canton Corporate Headquarters, Canton  
**Cost:** \$450 for the entire series or \$150 per individual session. Discounted pricing of \$375 for the entire series or \$125 per individual session is available to members of the Compliance Alliance (includes seminar materials, breakfast and lunch; parking is complimentary).

Space is limited. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center.

## Export Regulatory Compliance (Oct 29)

This seminar will walk participants step-by-step through U.S. export control requirements while focusing on special issues and areas of concern for exporters. It will provide an overview of export regulations, including their scope and structure, as well as the various government authorities responsible for developing and enforcing regulatory policy.

The seminar will then review the specific steps necessary to achieve compliance, including: denied party screening, embargoes, antiboycott controls, commodity jurisdiction, product controls, ECCN classification, deemed exports and export licensing procedures. The seminar will also discuss export clearance and enforcement trends, recordkeeping obligations and compliance programs.

- Paul DiVecchio, Principal — DiVecchio & Associates
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Office of Export Enforcement

## Best Practices for Developing Export Procedures & Compliance Programs (Nov 5)

This seminar will feature speakers from some of the area's leading exporting firms to share best practices for developing export procedures and compliance programs. Guest speakers will provide tips and information on their practices across several different areas, including: selecting and working with freight forwarders; handling routed freight transactions; product classification and classification tracking; order entry and screening; documentation and recordkeeping. The seminar will also provide an overview of export compliance programs, including basic elements and other relevant issues such as customization, implementation and maintenance.

- Steve Aiello, Director, Trade Compliance and Logistics — Vistaprint
- Tammy Lee, Trade Counsel — Intral
- David Ross, Manager of International Trade and Compliance — H C Starck, Inc.
- Robert Shepard, Director of Transportation and Logistics — International Forest Products Corporation

## Import Classification, Valuation, Clearance and Compliance

This seminar will provide an overview of import classification and will include an in-depth overview of different aspects of import valuation including assists, buying commissions, cancelation payments, valuation of goods sold at discount, consignments, related party transactions and more. The program will also walk participants through import entry procedures including entry documentation, types of entries, temporary imports and warehouse entries. The program will conclude with special topics such as US marking requirements, liquidation notices, bulletin notices, protests for refunds and compliance practices. This seminar will also be of benefit to exporters since the valuation methods that will be discussed are recognized internationally.

- Stephen Leahy, Principal — Law Office of Stephen Leahy
- Robert Osburn, Business Development Manager, Import Sales — DHL Global Forwarding

**Date:** Thursday, December 9, 2010

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

**Location:** State Transportation Building, 2nd Floor Conference Center, Boston

**Cost:** \$75 (includes continental breakfast and lunch; does not include parking)

## Incoterms 2010 Roundtable

On January 1, 2011, the International Chamber of Commerce will release the new Incoterms 2010, which will replace Incoterms 2000. Incoterms determine how costs and risks are allocated between parties in an international trade transaction. These terms are often subject to negotiation, so it is essential that personnel understand how use of each term will impact your company's bottom line and liability. The new rules take into consideration the many changes globally since 9/11. In 2004, the U.S. Uniform Commercial Code was revised deleting standard U.S. shipment and delivery terms.

The new Incoterms reflect these changes and are more amenable to domestic shipments than before. Everyone involved in the trade process, including importers, exporters, bankers, sales, marketing and procurement personnel, forwarders and attorneys should attend this important seminar.

- Robert Gresham, International Sales Manager — D.B. Schenker

**Date:** Wednesday, December 1, 2010

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 p.m.

**Location:** Kittredge Business Center at Holyoke Community College, Room 203, Holyoke

**Cost:** \$75; \$50 for members of the Compliance Alliance (includes continental breakfast and seminar materials)



## Incoterms for Americans: A Full-Day Seminar on the International Chamber of Commerce Incoterms 2010 Rules Featuring Frank Reynolds

On January 1, 2011 the much-anticipated 2010 revision to Incoterms will take effect. ICC Incoterms are global rules that clarify the costs, risks, and responsibilities of both buyers and sellers. Developed by ICC and used by companies to move goods around the world, ICC Incoterms have become the standard in international business rules setting. This seminar will provide an overview of Incoterms, including a detailed term-by-term analysis of the Incoterms 2010 rules. The seminar will also discuss the role of Incoterms in international trade, including sales and purchasing contracts, payment terms and more.



This seminar is accredited by the ICC and will be taught by Frank Reynolds, an expert on Incoterms and a member of ICC's Incoterms 2010 drafting commission. He is also the U.S. Delegate to the International Chamber of Commerce Incoterms Committee.

Attendees will receive an official copy of the Incoterms 2010 guide and its companion book, Incoterms for Americans.

**Date:** Monday, October 18, 2010

**Time:** Registration 8:00 a.m.; Program 8:30 a.m. - 4:00 p.m.

**Location:** State Transportation Building, 2nd Floor Conference Center, Conference Room 2, Boston

**Cost:** \$350 before October 10, 2010; \$380 after October 10, 2010.

(includes seminar materials; does not include lunch or parking)

**Contact:** All registrations must be made directly with the U.S. Council for International Business. For further information and registration, visit [www.iccincoterms2010.org](http://www.iccincoterms2010.org).



# Compliance Alliance



The Massachusetts Export Center is pleased to introduce the Compliance Alliance, a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness. The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Member activities and benefits include:

- **Networking Briefings:** Periodic briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Networking briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For further information, contact the Massachusetts Export Center at 617-973-8664 or visit our website at [www.mass.gov/export](http://www.mass.gov/export).

*Special thanks to our Patron Sponsor*

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## Fall 2010 Networking Briefings

### Encryption Export Controls

Encryption export controls affect not only exporters of software, but also exporters of equipment and technology with encryption functionality. While the new encryption regulations published in the summer of 2010 streamline the classification and reporting process for exporters of encryption items, the regulations also add some new complexities to the process. Company registration, annual reporting, and special licensing requirements for certain end users are just some of the changes resulting from the new regulations. This seminar will review the current encryption export regulatory requirements and discuss how businesses can take advantage of the new special provisions to streamline exports of encryption products. Join us to hear directly from exporters as they share tips and best practices for compliance!



- Ken Delaporta, Director of Operations and Export Compliance — MathWorks, Inc.
- Misty Rutter, Global Trade Consultant, Business Engagement — Hewlett-Packard

**Date:** Wednesday, October 6, 2010

**Time:** Registration 8:30 a.m.; Program and Networking 9:00 - 11:00 a.m.

**Location:** MathWorks, Inc., Natick

**Cost:** No charge for Compliance Alliance members; \$50 for nonmembers

### Compliance with EU Export Controls & Customs Regulations

U.S. firms operating in Europe need to integrate measures for compliance with both U.S. and EU export controls into their global trade procedures. Moreover, U.S. firms sending even simple export shipments to Europe must navigate an increasingly complex and dynamic European customs environment. This timely videoconference will link participants directly with experts in the UK who will discuss the latest European export regulatory trends as well as recent developments in the EU customs environment. Specific topics to be discussed include EU export controls and sanctions compliance for U.S. firms operating in Europe, and the changing landscape of European customs, including advance cargo notification, import security measures and centralized customs clearance. The videoconference will also discuss lessons that the U.S. might learn from the UK export controls environment as it seeks to reform the U.S. export regulatory system.



- Ross Denton, Partner — Baker & McKenzie LLP, London
- David Hayes, Director — David Hayes Export Controls
- Susan Marks, Head of Compliance — UK Export Control Organisation

**Date:** Tuesday, November 9, 2010

**Time:** Registration, 8:30 a.m.; Program and Networking, 9:00 - 11:30 a.m.

**Location:** British Consulate-General, Cambridge

**Cost:** No charge for Compliance Alliance members; \$50 for nonmembers (does not include parking)



# Partners and Cosponsors



The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process.

Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network** ([www.msbdcenter.org](http://www.msbdcenter.org)), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an

international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Department of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

# MSBDC Network

*Your Success is Our Business!*

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business Development, and a consortium of higher educational institutions led by the University of Massachusetts Amherst, Isenberg School of Management, and including Clark University, Salem State College, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** ..... 413-545-6301

## **Business Advising Centers**

- Berkshire Regional Office ..... 413-499-0933
- Boston Regional Office & Minority Business Center ..... 617-287-7750
- Central Regional Office ..... 508-793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters ..... 617-973-8664
  - Holyoke Office ..... 413-552-2316
  - New Bedford Office ..... 508-999-1388
  - Worcester Office ..... 508-929-8844
- Northeast Regional Office ..... 978-542-6343
- Procurement Technical Assistance Center ..... 413-545-6303
- Southeast Regional Office ..... 508-673-9783
- Western Regional Office ..... 413-737-6712

**Visit our website at [www.msbdc.org](http://www.msbdc.org)**

Special thanks to the Holyoke Community College, New Bedford Area Chamber of Commerce and Worcester State College for hosting the Massachusetts Export Center's regional offices.



# Registration Form

Please complete a separate registration form for each attendee. Payment must accompany registration form. We accept credit cards and personal and company checks. We do not accept purchase orders, nor do we invoice participants. Confirmations will not be sent.

***Please make checks payable to the University of Massachusetts***

**F A L L • 2 0 1 0**

CA = Compliance Alliance

- ☐ Advanced International LCs and the UPC 600 (\$95)
- ☐ Compliance with EU Export Controls & Customs Regs (\$50 / no charge CA members)
- ☐ Encryption Export Controls (\$50 / no charge CA members)
- ☐ Export Expo (\$35 / no charge CA members)
- ☐ Export Logistics & Regulatory Compliance Certificate Series (\$450 / \$375 CA members)  
~or individual sessions~
  - ☐ Export Logistics, Classification and Incoterms (\$150 / \$125 CA members)
  - ☐ Export Documentation and Shipping Under FTAs (\$150 / \$125 CA members)
  - ☐ Export Regulatory Compliance (\$150 / \$125 CA members)
  - ☐ Best Practices (\$150 / \$125 CA members)
- ☐ Fundamentals of International Trade (no charge)
- ☐ Hands-On Guide to AES Compliance for Exporters (\$75 / \$50 for CA members)
- ☐ Import Classification, Valuation, Clearance and Compliance (\$75)
- ☐ Incoterms 2010 Roundtable (\$75 / \$50 for CA members)
- ☐ ITAR Boot Camp (\$150 / \$95 for CA members)
- ☐ Opportunities in the Canadian Aerospace Industry (\$75)

Are you a member of the Compliance Alliance? ☐ Yes ☐ No

☐ Mr. ☐ Ms. Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Address \_\_\_\_\_

Product/Service \_\_\_\_\_

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

**Cancellation/Refund Information:** Cancellations received 48 hours prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept credit cards and company and personal checks. Credit cards are not accepted at the door! Sorry, we do not accept purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

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Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310



The Massachusetts Export Center offers a range of targeted, customized services to Massachusetts businesses at any stage in the export process.

- Export Counseling and Technical Assistance
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance Assistance
- Compliance Alliance
- Export Training Programs
- Export Publications

**For further information, visit our website at  
[www.mass.gov/export](http://www.mass.gov/export).**

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**For further information, visit our website at [www.mass.gov/export](http://www.mass.gov/export).**

*Attn: International Sales and Marketing*